

# ENLIGHTEN

SEE CANBERRA IN A WHOLE NEW LIGHT  
FEB 28 – MAR 8 2014



CULTURE AND CREATIVITY  
ILLUMINATE THE CAPITAL



ACT  
Government



CANBERRA



ENLIGHTENCANBERRA.COM

EVENT REPORT

# Culture and creativity illuminated the capital as Enlighten brought Canberra to life for the fourth year in 2014.

Managed by Events ACT on behalf of the ACT Government, Enlighten was staged over nine nights with a particular focus on the weekends of 28 February to 1 March and 7 to 8 March.

The city's national attractions again starred as the event's centrepiece, with large-scale architectural projections shining a light on six of the capital's most iconic buildings including Parliament House, Questacon, the National Portrait Gallery, the National Library of Australia, the National Gallery of Australia and the Museum of Australian Democracy at Old Parliament House.

As part of Enlighten's exciting program, 12 of Canberra's cultural institutions opened their doors after dark offering 57 free and ticketed events including live performances, fascinating tours, blockbuster exhibitions, exclusive dining events and a host of surprising experiences.

Uncle Ben's Electric Garden – Enlighten's entertainment hub in the Parliamentary Triangle – featured free entertainment over both weekends such as captivating street performances and enchanting musical performances.

Highlights of the 2014 event included a concert by world-renowned US soul singer Charles Bradley, the stunning Fire Garden, which lit up the forecourt of the High Court of Australia in a sea of flames, and the spectacular Australian-first, Fiers a Cheval – an inflatable herd of horses standing four-metres tall.



NATIONAL LIBRARY OF AUSTRALIA  
ARTIST: THE ELECTRIC CANVAS



CHARLES BRADLEY AND HIS EXTRAORDINAIRES (USA)



PEOPLE ENJOYING A BITE TO EAT



FIERS A CHEVAL



THE HUNTING PARTY



PINK FIT



FIRE GARDEN OUTSIDE THE HIGH COURT



THE ADVICE LOUNGE

# ENLIGHTEN OBJECTIVES

TO CREATE POSITIVE ECONOMIC OUTCOMES THROUGH TOURISM FOR THE ACT.

TO CONTRIBUTE TO THE BRAND ENHANCEMENT OF THE ACT AS A TOURISM DESTINATION.

TO ENCOURAGE UTILISATION AND DEVELOPMENT OF THE EXISTING TOURISM PRODUCT AND INFRASTRUCTURE.

TO CONDUCT RESEARCH BASED EVENT DEVELOPMENT.

# EVENT EVALUATION

This year's event saw a change in evaluation reporting provider – Repucom, whose change in methodology directly affected the reported average daily spend per visitor. Previously the event relied solely on face-to-face surveys onsite during Enlighten, making it difficult for people to accurately estimate their spend for the remainder of their trip. In addition to face-to-face surveys, Repucom's methodology during the 2014 event included a post-event online survey to more accurately report visitors' daily spend and in turn a more accurate direct expenditure figure. Subsequently, it is difficult to compare the 2014 economic impact results with previous years.

When comparing Enlighten 2013 with Enlighten 2014, it is also important to note last year's event was held as part of Canberra's Centenary celebrations. During this time, Canberrans were strongly encouraged to remain in the capital over the long weekend, which is believed to have contributed to the success of the 2013 event.



OCCUPY SMALL STREET



THE TWOKS



THE PARLIAMENTARY TRIANGLE



FIERS A CHEVAL ENTERTAINS LARGE CROWDS



THE ADVICE LOUNGE



CIRCLE OF LIGHT

KEY RESULTS	2011*	2012*	2013*	2014^	% Change 2013 v 2014
Total attendance (includes multiple visits)	8678	29,437	115,031	131,556	+14.37%
Total Visitor Direct Expenditure	\$0.6m	\$0.3m	\$0.65m	\$2.3m	+253.85% <sup>1</sup>
Increase in Gross Territory Product	\$0.9m	\$0.42m	\$0.95m	\$2.1m	+121.05%
Individual interstate or international visitors who came to Canberra for Enlighten	2,415	1,394	2,195	5,412	+146.56%
Average length of stay for interstate or international overnight visitors who came to Canberra for Enlighten	1.6 nights	1.3 nights	2.9 nights	2.8 nights	-3.45%
Average daily expenditure for interstate visitors who came to Canberra for Enlighten	\$181.82	\$176.48	\$135.09	\$188.75	+39.72% <sup>1</sup>

\*Data source: Enlighten 2011, 2012, 2013 Economic Impact and Event Research Report, Ernst & Young

^Data source: Enlighten 2014 Research Report, Repucom

<sup>1</sup> Change in research methodology

## ATTENDANCE AND VISITOR NUMBERS

Crowds were strong over both weekends even though both Saturday nights experienced rainy periods. Enlighten 2014 once again delivered the largest overall attendance figure since the event's inception. The event's total gross attendance by patrons was 131,556, which includes attendances at ticketed events and crowd numbers in the entertainment precincts.



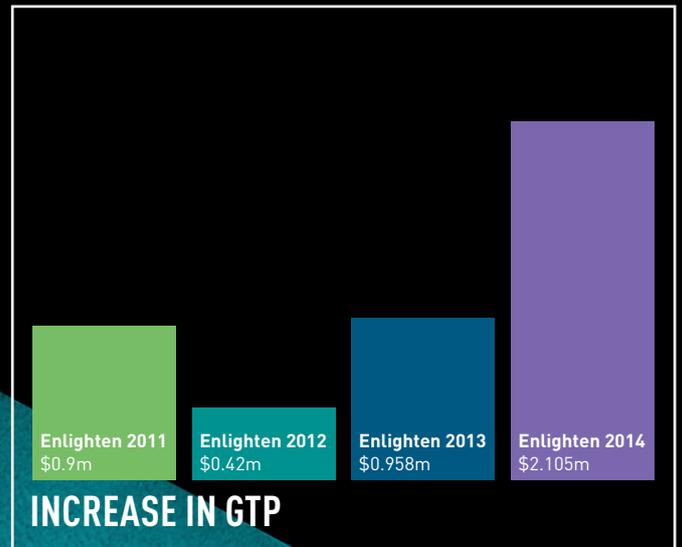
	Enlighten 2012	Enlighten 2013	Enlighten 2014	% Change 2013 v 2014
Attendance at paid ticketed events	5,520	7,149	7,491	+4.8%
Attendance at non-ticketed (free) events at attractions	9,422	40,513	41,927	+3.5%
Attendance at free outdoor entertainment precincts	14,495	66,500	81,300	+22.3%

## INTERSTATE AND INTERNATIONAL VISITORS

Based on detailed surveying of patrons at the event, post-event online surveys and information provided by Events ACT, an estimated 5,412 interstate and international visitors came to the Australian Capital Territory as a direct result of Enlighten being staged – an increase of 147% on the 2013 figure of 2,195 visitors.

Visitors stayed an average of 2.87 nights and spent an average of \$188.75 each day. These visitor numbers include patrons and accompanying persons that came to the Australian Capital Territory specifically for Enlighten, as well as other event specific attendees such as event staff, officials and performers.

VISITOR TYPE BY ORIGIN	Interstate	International	Total visitors
Specific "overnight" patrons & accompanying persons	3,805	322	4,127
Specific "day tripper" patrons & accompanying persons	1,176		1,176
Event staff, officials and performers	109		109
Total interstate and international visitors	5,090	322	5,412



## ECONOMIC IMPACT

The total economic impact as a result of staging Enlighten from 28 February to 8 March 2014 in Canberra is estimated at \$1.4 million.

This year the event increased the ACT's Gross Territory Product (GTP) by \$2.1 million and the Total Direct Visitor Expenditure – as a result of the people that visited Canberra because of Enlighten – is estimated to be \$2.3 million. This represents an increase of 253% on the 2013 figure of \$0.653 million. 2014 saw a number of methodology changes to the previous year. When taking this into account, it can be estimated that the 2014 Total Direct Visitor Expenditure has increased by an actual 15% – rather than 253% – on the back of an increase in interstate/overseas overnight visitation.

## MARKETING

Events ACT utilised postcode data, demographic information and historical sales data from the Ticketek personic segments to assist in the development of a targeted national marketing campaign to promote Enlighten in Canberra. The primary geographic focus was Sydney and regional NSW with our key interstate audiences being a 3-4 hour drive away from Canberra, with a secondary focus on the rest of Australia, predominantly the Eastern seaboard.

The marketing campaign utilised a content marketing strategy whereby video delivered through digital channels such as YouTube and Facebook provided a overwhelmingly high return on investment. The engagement and interaction via video is exponentially higher than other media. The campaign also consisted of a targeted local and national PR strategy engaging both broadcast, press, radio and online earned PR. Below are results of this holistic approach.



# MEDIA

Media coverage in the lead up to, during and post the 2014 event was extremely positive, with the event's broad and diverse program appealing to greater audiences as confirmed by the attendance figures provided this year.

A total of 489 media reports (including syndicated broadcast content) were analysed during this period. This coverage reached a cumulative potential audience/circulation of 7.5 million people and had an advertising space rate of \$1,164,965, which represents a slight decrease on the 2012 figure of \$1,165,811. Last year's above average advertising space rate can be partially attributed to Canberra's Centenary celebrations and the extra media coverage Enlighten may have received due to the event.

Television stations produced the most coverage of Enlighten overall (44.2%), followed by radio reports (20.9%), internet articles (19.0%) and press articles (16.0%). For the first time, Enlighten's media coverage included the Today Show, whose weather host Stevie Jacobs conducted five live weather crosses on the morning of Thursday 6 March.

Favourable messages were conveyed in 78.9% of Enlighten coverage – up from 73.7% in 2013 – and only 2.3% communicated an unfavourable message.



BARRY MORGAN'S WORLD OF ORGANS



FIESTA!



NATIONAL GALLERY OF AUSTRALIA



SCINIGHT - LATIN FIESTA



DINING IN THE HOUSE



FAMILY FUN NIGHT

# ONLINE AND SOCIAL MEDIA

Following the announcement of Enlighten headline acts and the ticket sales date on 18 December, 2013, Enlighten 2014 maintained a strong presence online and through its social media properties on Facebook and Twitter.

Over the festival period, Enlighten gained 7708 new 'likes' on Facebook, resulting in a total of 9,445 fans. Enlighten also received 323 new Twitter followers, bringing the account to 734 followers. On its first Friday evening, Enlighten was trending on Twitter nationally, and the festival continued to trend locally throughout the duration of the event.

During the event period the Enlighten website received more than 110,389 unique visits – an increase of 8.81% on 2013.



NATIONAL ZOO & AQUARIUM EVENING ANIMAL TOURS



'UPTOWN' BROWN! ONE-MAN-BAND EXTRAORDINAIRE



UNCONFORMITY



LIGHTS! CANBERRA! ACTION!

# OTHER EVENT MARKET RESEARCH

The following is a summary of other market research results for Enlighten 2014.

- Two-thirds of the 2014 Enlighten attendees were highly satisfied with the event and 9 out of 10 suggesting they are likely to return again next year.
- Enlighten positively affected the way interstate and overseas attendees viewed the city, with 88% of respondents indicating they would recommend visiting Canberra to their family and friends
- 63% of respondents said that this year's event was better than they expected
- 91% of respondents are likely to attend next year's Enlighten festival
- 72% of respondents likely to encourage interstate and international friends to come to Canberra for Enlighten in the future

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